

USAID VACANCY ANNOUNCEMENT # VN13-001

TO: All Mission Employees

FROM: Susan Cheung, Regional Executive Officer

SUBJECT: Vacancy Announcement - Development Assistance Specialist

DATE: January 4, 2013

The United States Agency for International Development (USAID) in Lima, Peru is seeking applications for the following position:

Position Title: Development Assistance Specialist
(Supv. Communications Specialist)

Pos. No. and Grade: FSN 12, C-414

Division/Office: Project Development and Program

BASIC FUNCTION OF POSITION

The Supervisory Development Outreach and Communications Specialist (DOC) is the Mission's senior expert on communications and public relations and is responsible for leading, coordinating and implementing the Mission's overall public relations and communication strategy, as well as providing technical expertise to Technical Office staff in developing Mission communications products as part of their portfolio of activities. S/he serves as the principal advisor to the Project Development and Programs (PDP) Office Chief and the Mission Front Office on matters of public relations and communications and is the Mission's lead drafter of public remarks. The incumbent develops public relations plans and communications strategies; plans public relations events and trips; and develops both specific and general messages to change knowledge, attitudes, and behavior to increase development impact in Peru. The incumbent is the USAID/Peru Mission liaison with high-level local media and Ministry Communication and Press units. The incumbent also liaises regularly with the Embassy's Public Affairs Section on all issues related to joint USAID-State communications and outreach.

The Supervisory Development Outreach and Communications Specialist will work under the supervision of the PDP Office Chief or his/her designee with frequent consultations and interactions with the Mission Front Office, Technical Office Chiefs, and other USAID/Peru technical staff, and appropriate US Embassy sections (PAS, NAS, DEA, etc.). The incumbent leads all Mission outreach, communications, and public relations as chair of the Mission's Communications Team.

MAJOR DUTIES AND RESPONSIBILITIES

1. Strategic Mission Communications: The incumbent leads the Mission's Communications Team comprised of members from the Mission's Technical Offices and PDP. The Communications Team develops communications strategies, protocols, work plans, and products that increase the understanding, acceptance, participation, and impact of USAID/Peru

programs. The incumbent supervises the PDP Communications Unit: PDP Communications Program Assistant, the PDP Information and Communications Technology (ICT) Program Assistant, and the PDP Communications Secretary.

The incumbent:

- a. Manages the elaboration and implementation of communication strategies and protocols with special focus on the use of social media tools with a holistic view, integrating internal communications, outreach, advocacy, and knowledge management.
 - b. Provides assistance to Technical Offices and PDP to plan culturally appropriate communication messaging and advocacy strategies that best promote changes in knowledge, attitudes and behaviors.
 - c. Provides expertise to Technical Offices to find and select appropriate organizations and implementers to carry out their communications strategies.
 - d. Integrates Information and Communication Technology (ICT) and social media tools (Facebook, Twitter, Flickr, etc.) into communications activities.
2. Mission-Level Public Relations/Press Coordination/Communications Liaison: The incumbent is responsible for the promotion of the Mission's development objectives and assures that its work is known throughout Peru. The incumbent:
 - a. Serves as the primary USAID liaison with Embassy/Public Affairs Section (PAS) and communications personnel in other USG agencies, assuring that USAID communications are contributing to overarching USG strategic goals and are consistent with and reinforce USG messages.
 - b. Supervises and produces USAID Mission communication products focused on key audiences, with appropriate messages and formats, including sensitivity to the cultural, linguistic, and social context which varies across Peru.
 - c. Prepares success stories, articles, and press releases for publication. Develops and drafts news stories with appropriate graphics and photos for circulation to Peruvian and U.S. news media (including new social marketing formats) and works with Embassy/PAS to disseminate these materials.
 - d. Directs the planning and coordination of special publicity events (i.e. press events or Mission Director trips), including the drafting of speeches, talking points, and articles or news spots, coordinating with Embassy/PAS and other USG agencies as necessary.
 - e. Manages contacts and relationships with Peru's leading communications professionals, both in development, publicity/public relations, and mass media. Additionally, the incumbent will manage relationships with Peruvian and international NGOs, other bilateral and multilateral donors, and Peruvian government organizations responsible for development

3. Knowledge Management: Based upon the Mission's approved Communications Strategy, the incumbent provides oversight for the production, use, and dissemination of all communications products. The incumbent:
 - a. Supervises the PDP Communications Unit responsible for the USAID/Peru external website and internal knowledge sharing (intranet, News Hunter, video, and photo libraries, audio interviews).
 - b. Serves as co-chair for the Mission's Communications and Technology Committee, responsible for providing Mission-wide guidance and policy suggestions to improve internal communications and knowledge management, including spearheading the Mission's Geographic Information System (GIS) development and portfolio management systems.
 - c. Liaises with partners to identify lessons learned and best practices to feed the Mission's communications community of practice and to systematize USAID models as part of the Mission legacy to Peru.
4. USAID Branding Strategy: The incumbent is responsible for the proper implementation and application USAID's branding and marketing requirement. In coordination with the Regional Office of Acquisition and Assistance (ROAA) and Contracting/Agreement Officer Technical Representatives the incumbent:
 - a. Familiarizes USAID staff and implementing partners with the USAID Graphic Standards Manual, ADS 320, and other Agency guidance as appropriate.
 - b. Ensures USAID implementing partners use the appropriate branding on all Agency communications as outlined in the USAID Graphic Standards Manual, including standard templates for business cards, letterhead, success stories, and other informational and promotional materials.
 - c. Assists in evaluating the Branding Strategy and Marking Plan submitted by successful applicants for an assistance awards, and Branding Implementation Plans for contractors, including evaluation of any request for approval of "presumptive exceptions."
 - d. Provides training for USAID staff and partners on branding and marking requirements.
 - e. When necessary, consults with USAID/Washington "Branding Champions".
5. Gender: The incumbent prepares and leads the implementation of communication strategies to promote gender equality and women's empowerment and other USAID cross-cutting issues (e.g. trafficking in persons, people with disabilities) in the Mission and with stakeholders.

REQUIRED QUALIFICATIONS

Education:

The incumbent must have a university Bachelor's Degree in communications, journalism, marketing, advertising, or mass media and a Master's Degree in

an area such as journalism, communications, business or public administration, international policy, development, or the social sciences. Course work related to Women's Empowerment and Gender and Development are desirable.

Prior Work Experience:

Ten or more years of progressively responsible experience in communications, journalism, advertising, public relations, public diplomacy, or mass media is required. Previous writing and editing experience in English and Spanish is required. Experience in communications or public relations with grassroots-level populations is highly desired. Experience in communication activities to promote gender equality and/or address gender issues is preferable.

Post Entry Training:

USAID program training courses

Language Proficiency:

Level IV (fluent) in English reading and writing, and equivalent in Spanish is required.

Knowledge:

The incumbent should be a widely recognized expert in the field of, communications, public diplomacy, and ICT, and have a thorough knowledge of Peru's political, media, social and economic structure, institutions, and key figures in influential institutions, particularly related to the development and communications field. The incumbent must have expert-level knowledge of public relations and communications techniques and methodologies and their application in the Peruvian context, and a general knowledge of U.S. foreign policy concerns.

Abilities and Skills:

Must have outstanding English level speaking and writing skills and proven communications and interpersonal skills as the work requires substantial personal contact and interaction with high-level technical, political, and communications professionals in Lima and the provinces. The incumbent must have the ability to quickly acquire a comprehensive knowledge and understanding of USAID/Peru's strategy and portfolio and become intimately familiar with technical portfolios. The incumbent must demonstrate a strong ability to lead an aggressive, complex and multi-level plan of action. Diplomatically developing the cooperation and support of the entire Mission team and Mission partners. The incumbent must have excellent computer application skills including Microsoft Office, social media and all other internet based tools (Facebook, Twitter, Flickr, etc.).

USAID/Peru, an equal opportunity employer, does not discriminate on the basis of race, color, religion, nationality, sex, age, physical or mental disability.

Candidates will not normally be considered for higher-level positions during their probationary period.

To apply for this position, interested candidates should submit the following or the application will not be considered:

1. For applicants within the Mission: Please submit a Memorandum of Application and a resumé.
2. For applicants outside the Mission: Please submit a current resumé/curriculum vitae as well as a letter of application.

All completed applications must be returned to USAID/Peru Human Resources Office, or via fax to 618-1350 or via e-mail limausaidhr@usaid.gov by 4:00 p.m. Friday, January 18, 2013.
Applications received after the closing date will not be accepted.

Prepared by:EXO/HR